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ENG 203

3-16-16

The Media Influences The Reputation Of The Greek Community

Section where you introduce your topic to your reader- Why is it important, what are we trying to find out, what do we already know

Think one to two pages, sources, Wikipedia.

Section header backround and secondary research

What you found in your reading- those 6 sources from your proposal and the two academic journal articles

Synthesis

Do NOT organize by article

Stay neutral

Section Header 2- Primary Research Methods and findings

What you wanted to know –

In our research, we tried to find out if there were connections to people associated and acquainted with Greek life and a positive view on the community, and vice versa. We asked a series of questions seeing where people stood on the subject of how the media portrays Greek life and whether they thought, personally, if the Greek community had a positive effect on the community and area around them. Also, we tried to see if people not associated with Greek life had some similar views as those who are associated in the community.

How you conducted your research

We asked Kelsey Woodworth (Non-Greek student as Central Michigan University) her views on Greek life, with things such as the first thing she thinks of when she hears the word “Fraternity” or “Sorority,” how she saw the Greek community as a whole in their efforts through campus, and her thoughts on the media’s representation of the Greek community.

Secondly, we interviewed Jon Kelly (a member of the Sigma Chi Fraternity) , who serves as the Intrapersonal Fraternity Council Risk Management Chair, he oversees all functions and Greek operations to limit risks in the community, for example if someone were to organize a social event, it would go through Mr. Kelly to oversee the process going forward.

Lastly, we conducted a survey asking a random sample of students and local residents in the Mt. Pleasant area, a variety of questions such as: if they have ever considered joining a Fraternal organization, if they thought the Greek community had a positive or negative impact, if they had friends in Fraternities, and what things they see about Greek life on social media platforms such as Facebook, Twitter, Instagram, Snapchat, etc.

What you found

In our interview with Ms. Woodworth, the findings matched up with how we thought she would respond, for example, when asking if the media provides an accurate representation of the Greek community, Woodworth responded with “They focus more on the parties than on the good aspects, I feel like it’s all about what people want to see, and that is why it’s portrayed like that” (Woodworth 03/16/16). In addition, we asked her thoughts on if the Greek community deserves a better representation or if the coverage they currently get in the media is deserved, “They deserve a better representation because they really do a lot more than party, but on the other hand, hazing has always been and issue and it’s almost impossible to stop that stereotype” (Woodworth 03/16/16)

In our interview with Jon Kelly, he tries to do the right thin all the time while representing himself well, his chapter, and Greek life as a whole. Kelly stated, “I went Greek to become a better person, bettering myself, my academics, social presence and professional skills.” (Kelly 03/16/16) Kelly also confirmed that the media touches on the negative because it’s easier to sell and naturally humans are adept to wanting to know about why people do bad things over why people do what they are supposed to do.

Our survey was conducted electronically through social media which allowed every connection we have, socially, to respond. The survey hosted a variety of questions to get a feel of the survey taker’s background. The responses were interesting considering the equilibrium of our results. One thing that stood out was the relation between those who have never considered joining a Fraternity, and their views on if the Greek community had a positive or negative impact on the area around them. Those who answered “No” to ever wanting to go Greek (31% of respondents), three respondents claimed that the Greek community has a negative impact (The only ones to say this). Of those who responded “No,” three of the fourteen claimed that the Greek community has a positive impact, while eight of the fourteen claimed that Greek life has a combination of both positive and negative effects on the community.

(Insert “NO” graph)

Another question that stood out when analyzing data was “What things do you see about Greek life on social media?” The data leaned towards two responses: “Philanthropy events” and “Partying and drugs.” When looking at responses we found that out of the 45 total respondents 20 of which (44%) responded that most of what they see on social media from Greek members is partying and drugs while 21 of the 45 respondents (47%) said that all of the things they see from Greek members on social media is Philanthropic events.

(Insert “media” graph)

Secion Header 3- Discussion

Discuss both read and primary

Argument

Cause/ Effect

Mediate

Problem solution

(white space- Hit, Enter twice)

Concluding Paragraph.